

ORDER



Orders
Order / Rev: 711861
Alt Order #: 06306262
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 56
Flight Dates: 09/07/12 - 09/10/12
Original Date / Rev: 09/06/12 / 09/07/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	62	\$10,125.00	\$8,606.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$10,125.00	\$8,606.25	0.00
Totals	62	\$10,125.00	\$8,606.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	11%	\$10,125.00
Market	100%	\$92,045.45

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$2,761.36
WCWJ	0%	\$0.00
WJXT	27%	\$24,852.27
WTEV	35%	\$32,215.91
WTLV	24%	\$22,090.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/07/12	09/07/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	----F--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$90.00		0.00				
2	WJXX	09/10/12	09/10/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$90.00		0.00				
3	WJXX	09/07/12	09/07/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	----F--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Romney/ R / President
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 Estimate: 56
WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WJXX	09/10/12	09/10/12	General Hospital General Hospital	CM		M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$100.00		0.00			
17	WJXX	09/07/12	09/07/12	4-5p M-F 4-5p	CM	M-F 4-5p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1				\$100.00		0.00			
E 18	WJXX	09/10/12	09/10/12	4-5p Anderson	CM	M-F 4-5p	M-----	:30	1	\$100.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	09/10/12-09/16/12	4-5p		M-F 4-5p	M-----	:30		(\$100.00)		0.00	NM		
	Credited [CR]														
19	WJXX	09/10/12	09/10/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	M-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$80.00		0.00			
20	WJXX	09/07/12	09/07/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	----F--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$80.00		0.00			
21	WJXX	09/07/12	09/07/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$110.00		0.00			
22	WJXX	09/10/12	09/10/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$110.00		0.00			
23	WJXX	09/07/12	09/07/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	----F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$130.00		0.00			
24	WJXX	09/10/12	09/10/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$130.00		0.00			
25	WJXX	09/07/12	09/07/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	----F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$275.00		0.00			
26	WJXX	09/10/12	09/10/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$275.00		0.00			
27	WJXX	09/10/12	09/10/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$200.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WJXX	09/07/12	09/07/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$200.00		0.00			
29	WJXX	09/07/12	09/07/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	----F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$225.00		0.00			
30	WJXX	09/10/12	09/10/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$225.00		0.00			
31	WJXX	09/10/12	09/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00			
32	WJXX	09/07/12	09/07/12	Nightline Nightline	CM	M-F 11:35p-12:05a	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$200.00		0.00			
33	WJXX	09/10/12	09/10/12	GMJ Sunrise M-F 5-6a	CM	5-6a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$60.00		0.00			
34	WJXX	09/07/12	09/07/12	GMJ Sunrise M-F 5-6a	CM	5-6a	----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$60.00		0.00			
35	WJXX	09/08/12	09/08/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$85.00		0.00			
E 36	WJXX	09/08/12	09/08/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	NON	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	09/03/12-09/09/12	FCN Sat News at 6:30		Sat FCN News W	-----Sa--	:30		(\$150.00)		0.00	NM		
		Credited [CR]													
E 37	WJXX	09/08/12	09/08/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$125.00	NON	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	09/03/12-09/09/12	Sa 7-8P		Sa 7p-8p	-----Sa--	:30		(\$125.00)		0.00	NM		
		Credited [CR]													
38	WJXX	09/08/12	09/08/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S-	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2				\$225.00		0.00			
39	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$55.00		0.00			
40	WJXX	09/09/12	09/09/12		CM	First Coast News C		:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

Advertiser:	Romney/ R / President
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	56

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				First Coast News On Point			-----S								
				First Coast News On Point											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$50.00		0.00			
41	WJXX	09/09/12	09/09/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
				2X MAX/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		2				\$150.00		0.00			
42	WJXX	09/09/12	09/09/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$150.00		0.00			
43	WJXX	09/09/12	09/09/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$175.00		0.00			
E 44	WJXX	09/09/12	09/09/12	Sun Prime A	CM	7-8p	-----S	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	09/03/12-09/09/12		Sun Prime A		7-8p	-----Su	:30		(\$800.00)		0.00	NM		
				Credited [CR]											
E 45	WJXX	09/09/12	09/09/12	Sun Prime C Sun Prime C	CM	9-10p	-----S	:30	1	\$1,050.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$1,050.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	09/03/12-09/09/12		Sun Prime C		9-10p	-----Su	:30		(\$1,050.00)		0.00	NM		
				Credited [CR]											
46	WJXX	09/09/12	09/09/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$225.00		0.00			
N 47	WJXX	09/10/12	09/10/12	General Hospital General Hospital	CM	.	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$100.00		0.00			
N 48	WJXX	09/10/12	09/10/12	4-5p Anderson	CM	M-F 4-5p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$100.00		0.00			
N 49	WJXX	09/09/12	09/09/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$800.00		0.00			
N 50	WJXX	09/09/12	09/09/12	Sun Prime C Sun Prime C	CM	9-10p	-----S	:30	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$1,050.00		0.00			
N 51	WJXX	09/09/12	09/09/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$175.00		0.00			
N 52	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

Order / Rev: 711861
 Alt Order #: 06306262
 Flight Dates: 09/07/12 - 09/10/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 56

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N52	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week: 09/03/12		09/09/12		-----S			1			\$50.00		0.00		
												Totals	62	\$10,125.00